

The Octagon,
1741 New York Ave.,
Washington, D. C.

3-4-1

WEEKLY BULLETIN



MICHIGAN SOCIETY OF ARCHITECTS

OFFICERS

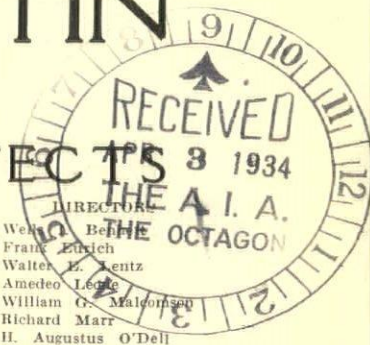
Clair W. Ditchy, President
Emil Lorch, 1st Vice-President
Harry L. Mead, 2nd Vice-President
William D. Cuthbert, 3rd Vice-President
Frank H. Wright, Secretary
Andrew R. Morison, Treasurer
Talmage C. Hughes, Executive Secretary

Editor

TALMAGE C. HUGHES
120 Madison Ave., Detroit
Telephone: CHerry 7660

Business Manager
E. B. FAUQUIER

DIRECTORS
Walter B. Bell
Frank E. Eulich
Walter E. Lentz
Amedeo Leone
William G. Malcolmson
Richard Marr
H. Augustus O'Dell
N. Chester Sorensen



Published Weekly. Subscription Price: \$2.00 per year.
Entered as second-class matter December 9, 1930, at the Post office at Detroit, Michigan, under the Act of March 3, 1879.

Vol. 8

DETROIT, MICH., APRIL 3rd, 1934

No. 14

CHAPTER—SOCIETY JOINT MEETING

La Casa Loma Club, Detroit, March 21, 1934

Those present were Messrs. Palmer, Ditchy, Grylls, Hughes, Keyes, Pettibone, Lewis, Singers, Wright, Williams, Kuni, Hunter, Hyde, O'Dell, Leone, Cordner, and our guest, Mr. L. Marnus.

President Palmer of the Chapter presided. Members rose for a moment of silence in honor of our late member, Richard Mildner.

President Palmer spoke of the reduction of Chapter dues for 1934 and those delinquent, and asked for cooperation. He called upon treasurer Williams for a statement of the treasury, and Mr. Williams stated that considerable had resulted from the new plan but that even on the basis of lowered dues there was still owing to the Chapter nearly \$1,000. However, he stated that the Chapter had been given a new lease on life under the new plan and had been able to pay its bills.

Architects' Luncheon

32nd Floor, Union Guardian Building
Private Dining Room
Southwest Vista

Tuesday, April 3rd, 12:30 p. m.

The cards sent out announcing this meeting asked whether or not members of the Chapter would be interested in attending the Institute Convention at Washington, May 15-16-17. It was explained that the Chapter would be unable to pay expenses of delegates this year. There were two who stated that they possibly might attend. President Palmer stressed the importance of this Convention and suggested that delegates drive down together, to reduce expenses.

Concerning the recent death of Frank P. Allen of Grand Rapids, a member of the Grand Rapids Chapter and of the Michigan Society of Architects, a resolution expressing our sorrow was passed,

embodying a letter to his son, Roger Allen, who is also a member of the two organizations, and a very dear friend to all of us hereabouts.

President Palmer called attention to the recent meeting of the Garden Center in Detroit, at which Professor Wells I. Bennett spoke on "The Relation of the Garden to the House." This lecture was held in the Detroit Institute of Arts, and was in response to a request from the Garden Center last November that the Detroit Chapter take charge of one of their lectures for this year. On March 15th Mr. Bennett gave a most excellent lecture, and it is Mr. Palmer's belief that more such programs should be arranged.

Mr. Williams reported concerning the proposed national organization with local chapters to cooperate with the Construction League of the United States. He stated that the League was doing a fine job nationally, but there was not enough interest locally. Mr. H. J. Maxwell Grylls, our representative on the Architects' and Contractors' Joint Committee, was designated as the man to take this matter in hand and report back.

President Palmer expressed the desire that the April meeting be held jointly by the Chapter, the Society and the Producers, including the contractors, possibly to discuss the progress made so far of the master code for the building industry. Other meetings, he believes, should be alternately sponsored by the Chapter and the Society.

President Ditchy of the Society thanked Mr. Palmer and pledged his support. He stated that we

(Continued on Page 5)

GIBRALTAR FLOORS

For Cement Floors that adequately fulfill the most rigid requirement.

GIBRALTAR
48 STATE FAIR AVENUE WEST



FLOORS INC.
DETROIT, MICH.

BUILDERS' AND TRADERS' EXCHANGE OF DETROIT

Edwin Kriehoff, President; Mason P. Rumney, Vice-President; Albert F. Pudrith, Treasurer; Edwin J. Brunner, Secretary;
Directors:—Fred Anderson, Albert Beever, Roy Boomer, Claude Flier, Walter Trowell, Edward Schroeder.

439 Penobscot Bldg., RAndolph 5500

Edited By E. J. BRUNNER

We Are Still Rugged

The response to the article on this page last week entitled, "Selling at the Same Price" convinces me that we are still rugged individualists.

It was a big subject to tackle, and I want to make it clear that criticism still leaves me convinced that what was said last week is sound and not to be backed off from. Only one phase of the subject was intended to be covered—and was; the subject covered being the prospect for obtaining business under the new rule which is imposed by some codes.

Strictly speaking, or legally speaking, there is no code which in so many words compels anyone to sell at the same price. I'll admit I might have made that more clear last week. But practically it amounts to exactly what was stated in the article, because when a minimum average is struck by an industry, that in practice these days means that all will sell at that minimum. Therefore that is the practical imposition of one price.

The article last week, it is true, did not recognize the possibilities of "chiselling." If we are going to take cognizance of chiselling, we might as well not have any codes. If the codes cannot stop chiselling, they are no good to any of us. So I still maintain that the only possibilities we should look at are the legitimate possibilities so far as we are concerned, and we should all cooperate to stop chiselling wherever we see it. If it does get a good start, the whole matter of codes will be much like prohibition. The time to stop the chiselling is the minute the code goes into effect.

But on the other hand, the article was accused of setting up too good a case for the advantages inherent in selling at one price.

Well, it might have leaned a bit in that direction, and the reason is that the whole article was devoted to showing the possibilities. The article was not intended to be any criticism of the system imposed by certain codes.

An article devoted entirely to criticism could be written. There are incongruities in the provisions of such codes which will prove thorny to our flesh. But why start a barrage of criticism against a code which has not undergone practically any of the fires of actual use.

If the industry wants criticism at this time instead of honest thought on how to work out the codes, it bodes ill for the industry. If the codes will not work, we shall find it out soon enough, and the criticism will not need to be manufactured on such a page as this.

The truth of the matter which must appear very evident to anyone on thinking about it, is that we are trying something altogether new, and naturally enough the codes are not perfect. We can adopt the course of trying to operate under them and to make them more perfect or we can adopt the course of obstructionists.

There is latitude, of course, in the first choice. For various interpretations can be put upon "trying to operate under them and to make them more perfect." For instance one way to make anything more perfect is to put it on the spot as to certain of its conditions. That is the way the automobile manufacturers work their code. They do not swallow it hook, line and sinker. They operate various pressures. Well, who will say their efforts have been in vain?

Of course, our problem in the construction industry is essentially different than theirs. In the first place their code is purely a labor code. The kept away from price provisions. In the second place they are limited in number and powerful in unit. We are scattered and of great number. Our big problem will be to sell ourselves.

It was honest effort on the part of those who made the codes with what might be termed price regulations that they were benefiting their industry. Now it may well be that some members of their industry will have very legitimate claims to register protest. It may also be true that their action precipitates injustice which was not foreseen on some other branch of the industry. Certainly we are big enough to make adjustments where it is clearly shown they are needed.

CORRECTION

Norman B. Forbes, 419 First National Bank Bldg., Port Huron, the latest to be registered as an architect in Michigan, is not advertising the fact in the Bulletin—or don't you read the ads? Last week we received his name from the State Board, and simply forwarded it to the printers. We were very much surprised to see it appear as a classified ad.

Another error appeared the week before when the Linwood Pipe and Supply Company was credited with being distributors for General Fittings Co. Hugo C. Schwan, 904 Donovan Bldg. handles the General Fittings line. Linwood Pipe and Supply company represent Kohler Enamel Ware, Republic Brass, American Boilers and Radiators and U. S. Boilers and Radiators.

CLASSIFIED BUILDING TRADES

General Contractors

MORRICK BROTHERS, Inc., 1254 Michigan Theatre Bldg. RAndolph 2934.

Carpenter Contractors

TRIANGLE CONSTRUCTION CO., Inc., 2923 Monterey Ave. LOngefellow 1713.

Heating Alterations & Repairs

FLAT RATE PLUMBING & HEATING CO., 317 Kresge Bldg., EUclid 0036.

Lumber & Millwork

DETROIT LUMBER CO., Main Office: 5601 W. Jefferson. Vinewood 1-2090.

GRACE HARBOR LUMBER CO.—Four Yards. Hogarth 4913.

HURD LUMBER CO., 6425 W. Vernor Highway. Vinewood 1-4120.

RESTRICK LUMBER CO., 1000 W. Grand Blvd. LAfayette 0500.

Rubber Mats & Rubber Specialties

DAVID C. BROWN CO., Marquette Bldg., Detroit. RA. 4224. 31 Milton Ct., Battle Creek.

General Floor Contractors

ALBERT GRAUER & CO., 1408-34 River tenth St., LAfayette 1950.

Asbestos NU-WAY Insulation

C. STANLEY MORGAN, Manufacturer, Detroit

Insurance & Surety Bonds

KELLY, HALL, PEACOCK, Inc., 812 Bush Bldg. RAndolph 0126.

Waterproofing Contractors

THE LOVETT ENGINEERING CO., 2821 E. Grand Blvd. MADison 4456

Patronize our advertisers

What is the 7-Year Plan?

*It is an Arrangement
that Permits You to Pay Your
★Back Taxes
Over a Period of Seven Years!*

SAVE YOUR HOME!
There's still time, even though you weren't able to take advantage by January 10th of the City's offer to accept ★back taxes for years prior to 1933 without interest or penalties.

YOU CAN still save yourself substantial sums in interest and penalties and have 7 years to pay by taking advantage of Detroit's 7-year plan!

PAY ONLY 5% of total now—balance in convenient semi-annual installments! When you can pay your ★back taxes on such an easy basis there is no reason why any taxpayer should lose his property through non-payment of ★back taxes!

Sincerely yours,

Chas. Williams

City Treasurer



★
**1933 Taxes
are NOT
included!**

THE NEW DETROIT AWNING ORDINANCE

By Lancelot Sukert

On March 27th the new awning ordinance goes into effect. Just why such an ordinance was felt necessary is beyond comprehension. The new ordinance has two major requirements: (a) no signs or advertising of any kind will be permitted on the awning or hood, (although the "curtain" or valance, which is fast disappearing on our better designed awnings, may carry the name, street number and character of the business of the owner); and (b) no existing awning may be recovered with canvas until the equipment attached to the face of the building has been raised to a level of eight feet or more above the sidewalk, a purely retroactive measure.

Safety of the public, and sanitation are the only logical reasons for any building ordinance. One is led to wonder just how the elimination of signs or advertising will accomplish safety or sanitation. As to the height above the sidewalk, isn't 7'-6" ample to provide clearance above the tallest high hat? May we expect another new ordinance demanding that we provide eight feet of headroom above stairways? If one is right, then why not the other? We all know that sidewalks are required to be sloped downward away from the building line and that, even though window shoppers were to walk along, hugging the front of the building, no awning bar even seven feet above the walk would do any damage.

Perhaps the building department and our city fathers have gone easthetic. If signs on awning are an eyesore, why not signs on buildings, and particularly those ugly stick-out signs on our main thoroughfares which are a real menace to public safety? They have been known to fall or to be blown down. They are prohibited in London because they blot out the sun and the sky, which the English fatuously believe to be the property of the public. Look at any block on Woodward Ave. from the Campus to Grand Circus Park. There are so many stick-out signs that they only serve to mask each other out of vision.

In my practice I have designed a number of shop-fronts, each with an awning bearing the name of the owner. I am pleased to believe that none of these have been offensive to good taste, certainly not so offensive as many signs plastered on the faces of buildings without regard to appearances or architecture, certainly not so much an eyesore as the bill boards which line our streets. In several instances the design of the awning equipment is such that the changing of the supporting bars, when next the canvas is changed, must deface the facing material of the shop front, leaving ugly holes to be patched.

If advertising on awnings can be regulated out of existence, why not rule out some of the atrocious architecture? Each time we ask that something be done regarding the design of buildings we are told that design has nothing to do with safety and sanitation and cannot, therefore, be regulated. Europe has been regulating design for centuries, hence the beauty of European cities.

Perhaps we should look upon this new ordinance as an opening wedge. If signs on awnings are considered unsightly enough to become unlawful, there is a chance that we may be able to get an ordinance ruling out some of the other ugly things with which we are surrounded, such as privy-like storm doors on public sidewalks, bally-hoo banner signs and the prevaricating signs on parking lots? Perhaps the time has come to introduce an ordinance requiring that designs for new buildings be passed upon by a competent architectural jury.

Awning Ordinance

Approved by Mayor Couzens February 27th, 1934,
and in effect 30 days later.

AWNINGS:—All movable canvas awnings hereafter erected shall be placed and maintained as to provide a minimum clearance of seven (7) feet between the lowest part of the awning and the sidewalk, the stub iron for frame fastening being placed at a point not less than eight (8) feet above the sidewalk. Such awnings shall project not more than eight (8) feet over the sidewalk and they shall be provided with a mechanism or device for raising and holding the awning in a folded or closed position against the face of the building to which it is attached. They shall be supported without posts or iron brackets, but by an iron framework attached securely to the building so as to leave the sidewalk entirely unobstructed thereby.

Before a new recover shall be placed on any movable awning which has heretofore been erected, and which does not comply with the above regulations as to minimum clearance above the sidewalk, such existing frame shall be remodeled or raised so as to provide the minimum clearance above the sidewalk above specified, for both frame and lowest part of awning.

HOODS:—Fixed canvas awnings or canvas hoods may be erected as a protection to the entrance of buildings, provided they are built of a metal frame securely attached to the building with a minimum clearance of seven (7) feet above the sidewalk to the lowest part of the hood or fixed awning. The width of such hoods shall not exceed ten (10) feet nor shall they extend a greater distance than eight (8) feet over the sidewalk. No posts or stanchions

PUNCH AND JUDY THEATRE KERCHEVAL AT FISHER ROAD NIAGARA 3898

WEDNESDAY-THURSDAY-FRIDAY APRIL 4, 5 AND 6
Peter Freuchen's Epic Of The North "ESKIMO"

SATURDAY APRIL 7
Robert Montgomery—Madge Evans in "Fugitive Lovers"
11 P. M. Paul Muni in "Fugitive From a Chain Gang"

SUNDAY-MONDAY-TUESDAY APRIL 8, 9 AND 10
Marie Dressler—Wallace Beery—John Barrymore—Jean Harlow
Lionel Barrymore—Billie Burk in "DINNER AT EIGHT"

Mueh Iron Works

STEEL STAIRS

and

HIGH GRADE ORNAMENTAL IRON

Fitzroy 1969 1938 Franklin St. Detroit

SERVICE

PAINTING CONTRACTORS

TE mple-1-1135

4222 WOODWARD AVE

DETROIT, MICH.

shall be used to support such hoods but they shall be supported entirely from the building, leaving the sidewalk unobstructed thereby.

All awnings and hoods erected under the provision of this ordinance shall be substantially constructed and securely erected in a safe and adequate manner and shall be identified with the name and address of the erector placed on the interior or underside thereof in a permanent, legible and inconspicuous form. The ground or sidewalk space underneath such awnings or hoods shall not be used for commercial purposes. No signs of any kind or advertising of any character is to be placed upon or attached to any awning or hood in any manner whatsoever, except that the name, street number and character of business of the owner may be placed on the curtain of movable awnings and hoods as hereinbefore defined.

No person, firm, partnership or corporation shall erect awnings or hoods projecting over public property under the provisions of this ordinance, without first securing a license from the Mayor of the City of Detroit authorizing the erection of such awnings or hoods. No such license shall be issued except upon certification by the Department of Buildings and Safety Engineering and the applicant therefor has furnished satisfactory evidence of his qualifications to perform such work, that he is of good moral character and repute, and has filed a Surety Bond in the amount of Five Thousand (\$5,000.00) Dollars to indemnify the City of Detroit for any loss, injury or damage that may accrue to it through the erection of any awning or hood under this ordinance, and guaranteeing compliance with all of the terms of this ordinance by such erector. Such license shall be issued by the Mayor upon satisfactory compliance with these requirements and upon payment of a fee of Ten (\$10.00) Dollars, and shall be issued for period not exceeding one year, to expire on December 31st of the year issued.

BIRTHDAYS

Secretary Frank H. Wright, custodian of the birthday book has been asked by the editor to relinquish his rights this week. Ordinarily he offers salutations but on this occasion the process is reversed, because we wish to congratulate him on having passed another milestone. His birthday occurs on April 8th, as does Marcus R. Burrowes. W. G. Malcomson, down in Lake Hamilton, Florida will celebrate on April 7th. To you three men we offer our congratulations. We salute you and we thank you for what you have done for the Society, and for what you have done to make our lives happier.

KELVINATOR

There is a Kelvinator for every size Home and Business. Domestic, Commercial, Beer Cooling, Water Coolers, Ice Cream Cabinets, Air Conditioning Equipment and Oil Burners.

Factory Branch:

GRAND BOULEVARD AT HAMILTON

Phone MAdison 9840

GOOD
HARDWARE FOR OVER 50 YEARS

RAYL'S

1233 Griswold Street



GOOD LIGHTING enhances this LIVING ROOM

The lighting for this living room has been planned to bring out the beauty of pictures, books and fireplace. Consideration has also been given to the placement of lamps for maximum comfort. Because the living room is the center of the family's activities, good lighting is of the utmost importance. It should be sufficiently flexible and well designed to permit its adaption to any need.

Lighting details for this room were supervised by the Detroit Edison Home Lighting Advisor. Her services are at your disposal (without charge) on all home lighting problems. Call Randolph 2100.

The DETROIT EDISON CO.

Schroeder Paint & Glass Co.



POLISHED PLATE AND WINDOW GLASS

PAINTS, OILS, COLORS, VARNISHES, Etc.



5914-5938 Twelfth Street

Phone MAdison 3500

DETROIT, MICH.

CHAPTER SOCIETY JOINT MEETING

(Continued from Page 1)

had come to a change, not only in our politics, but in our mode of living as well. He stated that we are at the cross-roads and that a heavy responsibility rests on our shoulders.

After the business of the evening the meeting was turned over to Mr. H. J. Maxwell Grylls, our official greeter, to introduce the speaker of the evening. Mr. Grylls, in the style for which he is famous, stated that he and Al Leone had earlier in the evening entered the catacombs of the Detroit Institute of Arts in search of Mr. Marnus' exhibition, and that while it was hard to find, they felt amply repaid. He had only met the speaker an hour ago, he said, but he had endeared himself because of his sense of humor, in spite of the depression. "What I have learned from him in that short hour is amazing," said Mr. Grylls. "The impression I get is that he is eager to tell us about things we don't know. It is my honor to introduce our distinguished guest, Mr. Marnus."

Mr. Marnus, a noted architect of Scandinavia, had an exhibition at the World's Fair at Chicago recently. His work so impressed Albert Kahn that he was induced to come to Detroit, and hence this lecture and exhibition.

Present day architecture in the Scandinavian countries, according to Mr. Marnus, is the result of centuries of development. His lecture was most interestingly illustrated by lantern slides of some of the best examples of architecture in these countries. Mr. Grylls' introduction was not an exaggeration.

THE NEW 60" G-E KITCHENETTE

For Built-in Application
Without Metal Enclosure

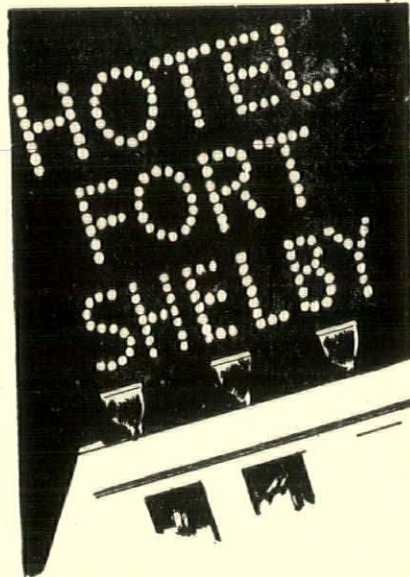


*Compactness — Efficiency — Utility
Beauty*

CASWELL INC.

6030 Cass Ave.

MAadison 3840



A Detroit Landmark

Travel-wise people stop at the Shelby. Why? Think of these reasons: a location in the heart of downtown Detroit—three popular priced restaurants—lobby shops—radio—900 rooms and suites, all with private bath—circulating ice water—box mattresses beds and tip-eliminating servidors. Garage.

Rooms \$2 to \$10

Suites \$6 to \$—J



HOTEL Fort Shelby

MAYNARD D. SMITH
President

DETROIT

"AGLOW WITH FRIENDLINESS"

Harold A. Beam
14200 Woodmount
Detroit, Mich.



WEEKLY BULLETIN

MICHIGAN SOCIETY OF ARCHITECTS

OFFICERS

Clair W. Ditchy, President
Emil Lorch, 1st Vice-President
Harry L. Mead, 2nd Vice-President
William D. Cuthbert, 3rd Vice-President
Frank H. Wright, Secretary
Andrew R. Morison, Treasurer
Talmage C. Hughes, Executive Secretary

Editor

TALMAGE C. HUGHES
120 Madison Ave., Detroit
Telephone: CHerry 7660

Business Manager
E. B. FAUQUIER

DIRECTORS

Wells I. Bennett
Frank Eurich
Walter E. Lentz
Amedeo Leone
William G. Malcomson
Richard Marr
H. Augustus O'Dell
N. Chester Sorensen

Published Weekly. Subscription Price: \$2.00 per year.

Entered as second-class matter December 9, 1930, at the Post office at Detroit, Michigan, under the Act of March 3, 1879.

Vol. 8

DETROIT, MICH., APRIL 10, 1934

No. 15

BOARD OF COMMERCE PLANS RECOVERY CAMPAIGN

Branson Gamber Represents Architects

Branson V. Gamber has been chosen as one of twenty leading citizens of Detroit to represent the architects and technical groups on the Speakers' Committee of the Detroit Board of Commerce Recovery Campaign.

That there can be no doubt of the success of the campaign is realized when you consider the type of leaders back of it.

Mayor Frank Couzens is Honorary Chairman; James Vernor, Jr., general chairman; Walter McLucas, vice-chairman, and Edwin S. Evans, chairman of the Speed Recovery Committee.

Architects' Luncheon

32nd Floor, Union Guardian Building
Private Dining Room
Southwest Vista

Tuesday, April 10th, 12:30 p.m.

Judge Joseph A. Moynahan is chairman of the speakers bureau; George Welch, the "Let's Know Detroit" Committee, and Henry T. Ewald of the Publicity Committee.

"With these outstanding men at the head of these particular groups, we feel confident that the Board of Commerce campaign to speed recovery will be a success," James McEvoy, president of the Board, said following the organization meeting. "We hope to secure the same type of leadership for the various divisions in the actual campaign."

This "Speed Recovery" campaign is more than a campaign for the Board of Commerce. It is a campaign of understanding, a campaign to develop new ideas for service and to put these ideas into practical use for the good of Detroit as a whole.

Gamber, known as an able speaker and a most loyal supporter of the architectural profession, as well as the other technical groups has already scheduled several speaking engagements, including the architectural groups and the Detroit Engineering Society. He will speak before the Associated Technical Societies on April 2 at the Detroit Engineering Society and the Vortex Club, April 4th.

According to Gamber this is an effort to sell Detroit back to Detroiters and to the country at large.

"Detroit of years ago," he said, "has held a leading place in world affairs. There is no reason why she should not today, except for the fact that she has received a black eye, through no fault of her own.

"Our job is to correct this false impression and put our city on the basis she belongs."

Speaking before the architects' luncheon on Tuesday he outlined the splendid accomplishments which the Detroit Board of Commerce has to its credit.

"Lest I be charged with bringing coals to Newcastle," he said, "I might point out that the architects and engineers have displayed marvelous courage throughout the depression, and have been ready and eager to cooperate toward a recovery, but they have so far failed to find real leadership around whom the general public would rally.

"The present Board of Commerce campaign is the answer," he said, quoting Post Office statistics showing that vacancies in Detroit show an actual shortage of habitable buildings.

When this matter came up Gamber was again the logical man and he is doing a good job.

GIBRALTAR FLOORS

Assure Rugged Durability and Low Upkeep

GIBRALTAR
48 STATE FAIR AVENUE WEST



FLOORS INC.
DETROIT, MICH.

BUILDERS' AND TRADERS' EXCHANGE OF DETROIT

Edwin Kriehoff, President; Mason P. Rumney, Vice-President; Albert F. Pudrith, Treasurer; Edwin J. Brunner, Secretary;
Directors—Fred Anderson, Albert Beaver, Roy Boomer, Claude Filer, Walter Trowell, Edward Schroeder.

439 Penobscot Bldg., Randolph 5500

Edited By E. J. BRUNNER

Depository For Bids Under Code

The Code of Fair Practice for the Construction Industry went into effect March 2. The first chapter code under this, namely the chapter of general contractors went into effect March 19. Since then the painters' code, the elevator code, and the cement gun construction code have been signed. Perhaps others will have been signed before this reaches you.

There have been many meetings held in Detroit at which representatives of the different trade associations and others have met in conference to the end of promoting concerted action on code matters. Out of this, action on having a central bid depository has resulted, and this committee has recommended that the Builders' and Traders' Exchange be made the depository for all trades.

Of course, as soon as each trade gets its code, and has a local authority or a regional authority, that authority will have the absolute right to provide for a bid depository as it sees fit. The fact that the Exchange has been chosen by this joint action does not take away that right. But by acting concertedly now, we can get the effects of the code into action sooner, and also we can prevent future confusion.

The following communication from the General Builders' Association and the Architects and Contractors Joint Committee seems to cover the action well to date, and the Builders' and Traders' Exchange is accepting the job.

April 5th, 1934

Builders' and Traders' Exchange:

"In accordance with the Code of Fair Competition for the Construction Industry, Article VII, Sections 7 and 14, you are requested to provide, beginning as of April 9, and until further notice, a bid depository under the following rules:

"That you provide a proper container for subcontractors' bids for each job with the name of the job and closing time plainly marked upon it. The closing time for subcontract bids to be 24 hours before the hour for receipt of general bids, as required by the Code.

"In similar manner that a container be provided for each job for general contract bids.

"Contractors to deposit their sealed duplicate bids, plainly marked as to bidder, trade, and job, as required by the Code, in the proper container. The containers shall be sealed at their respective closing hours, the closing and sealing to be witnessed.

"The subcontractor's duplicate bid shall give full information regarding prices and to whom submitted on that particular job.

ted on that particular job.

"That the depository hold the containers sealed until at least 48 hours after the closing hour for general bids, and said 48 hours not to include Saturdays, Sundays, or holidays.

"That on or after the elapse of the 48 hour period, the containers be opened by or in the presence of a Committee, the bids sorted into an envelope for each trade group, and if wished by the group, delivered as may be designated to the proper Administrative Committee or trade group official, taking receipt including a copy of the names on the sealed bid envelopes delivered to them.

"To start, and until cost may be determined, 10c per bid shall be charged each bidder who deposits a duplicate bid."

Architects and Contractors Joint Committee of Detroit

R. A. MacMullan, Secretary

General Builders' Ass'n of Detroit

R. A. MacMullan, Secretary

Cooperation will be needed all along the line to make this check on bidding effective. In the first place, every architect should notify bidders of the terms of the code. In the second place, each architect or other awarding authority should notify the Builders' and Traders' Exchange promptly of the closing date and hour for general bids. Bids from subcontractors to general contractors must be in the hands of the generals and the duplicate must be in the hands of the depository 24 hours before the closing hour for general bids.

E. J. Brunner

Builders' and Traders' Exchange
Secretary-Manager

HOWARD CRANE HAS LONDON JOB

Comparable to Radio City

The new project in London, England has been likened to Radio City in New York. Perhaps because in magnitude and importance it approaches that development.

On his recent return from London, Mr. Crane stated that his firm would start immediately with the preparation of sketches. When plans are completed he expects to be in London for two years to supervise construction.

The site is near Buckingham Palace and will include an elaborate theatre, which Samuel J. Rothafel of New York, familiarly known as Roxy, will manage.

CLASSIFIED BUILDING TRADES

General Contractors

MORRICK BROTHERS, Inc., 1254 Michigan
Theatre Bldg. Randolph 2944.

Carpenter Contractors

TRIANGLE CONSTRUCTION CO., Inc., 2921
Monterey Ave. Longfellow 1713.

Heating Alterations & Repairs

FLAT RATE PLUMBING & HEATING CO.,
317 Kresge Bldg., EUCld 0036.

Lumber & Millwork

DETROIT LUMBER CO., Main Office: 5601
W. Jefferson, Vinewood 1-2090.

GRACE HARBOR LUMBER CO.—Four Yards.
Hogarth 4913.

HURD LUMBER CO., 6425 W. Vernor High-
way, Vinewood 1-4120.

RESTRICT LUMBER CO., 1000 W. Grand
Blvd. Lafayette 0500.

General Floor Contractors

ALBERT GRAUER & CO., 1408-24 Beres
teenth St., Lafayette 1950.

Asbestos NU-WAY Insulation

C. STANLEY MORGAN, Manufacturer, Detroit

Insurance & Surety Bonds

KELLY, HALL, PEACOCK, Inc., 832 Bus
Bldg. Randolph 0126.

Waterproofing Contractors

THE LOVETT ENGINEERING CO., 2831 E.
Grand Blvd. Madison 4456

Patronize our advertisers

Patronize our advertisers.

"THE YOUNG PEOPLE'S STORY OF ARCHITECTURE"

By Emily Butterfield

393 pp. New York: Dodd, Mead & Co. \$3.00

Miss Butterfield, of Farmington, Michigan, a member of the Detroit Chapter, A. I. A. and of the M. S. A. has contributed something that is worthy of the grown-up's interest and yet is understandable by the younger student.

It is her purpose, the author says, "to show how native materials, climate and way of worshiping, working and thinking all contribute to the growth of a community's architecture; and to make clear also the basic laws of architectural design and effect." Parts of her narrative are actual history, parts are traditional, and she has added for each period a thread of story, sometimes an incident, sometimes hardly more than a bit of conversation, to create atmosphere and make the time described vivid to young readers. This touch of fiction is particularly well handled; the figures of other days who inhabit the buildings and walk along the streets of the past are alive but never obtrusive; they explain without encumbering the main story, which is that of architecture itself. Well proportioned, written with grace, dignity and imagination and amply provided with clear and pleasing illustrations, this is a book that will enrich the experience of boys and girls.

Miss Frances Perkins, Secretary of Labor in President Roosevelt's cabinet visited Detroit last week.

At a luncheon meeting at the Book Cadillac Hotel in her honor, among other things she said:

"The ingenuity of the American mind has produced a standard of living no race has ever known before. But our American standard of living is not universal. True, it is more nearly universal than in foreign countries. But just in the matter of a bathroom for every family we have fallen short of the standard.

"If we started out to raise all our people to that one item of the American standard of living which foreigners believe we have, there would be enough work to keep factories busy for nine years."

THINGS ONE REMEMBERS

I was feeling particularly depressed after reading the morning paper at breakfast—murders, scandals, the air mail imbroglio, wars threatened, the dollar of uncertain value, stock market shaky and the worried citizen facing the greatest taxes and the greatest Federal debt in history—when in came four young people, past voting age.

"Is Bim married this morning?" asked all four.

"Who in the world is Bim?" said I.

"Benjamin Gump," said they.

And, lo and behold, the thing they were most interested in was whether Benjamin Gump and his lovely little sweetheart of the comic strip were safely wedded. And there I was worrying about the condition of the country.

I decided that as long as the young people and voters had such a sense of humor, the man-made troubles of our nation would probably be solved in due course and in spite of the politicians, speculators and war promoters.

for Satisfaction.....
specify

"Standard"
PLUMBING FIXTURES

for Service.....
call

C. W. GUDNAU
Sales Promotion

Murray W. Sales & Co.

**MAdison 4200
DETROIT**

PONTIAC

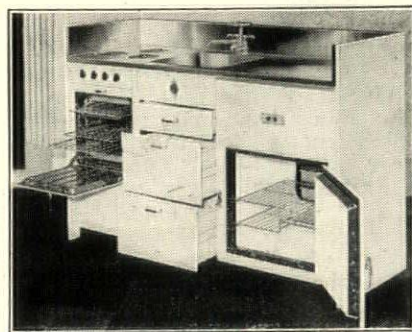
FLINT

WYANDOTTE

*"most Modern Complete Display Rooms
in the Middle West."*

THE NEW 60" G-E KITCHENETTE

For Built-in Application
Without Metal Enclosure



Compactness — Efficiency — Utility
Beauty

CASWELL INC.

6030 Cass Ave.

MAdison 3840

ASSOCIATED TECHNICAL SOCIETIES OF DETROIT

W. P. THOMAS, Chairman; H. M. MERKER, Vice-Chairman; E. L. BRANDT, Secretary; W. B. STRATTON, Treasurer
 Detroit Section, American Society of Civil Engineers; Detroit Section, American Society of Mechanical Engineers; Detroit-Ann Arbor Section, American Institute of Electrical Engineers; American Institute of Chemical Engineers; Detroit Engineering Society; Detroit Section, American Chemical Society; Detroit Chapter, American Institute of Architects; American City Planning Institute; Detroit Section, Michigan Society of Architects; Detroit Chapter, The Society of Industrial Engineers; Swedish Engineers' Society of Detroit; Michigan Chapter, Illuminating Engineering Society; Detroit Section, American Welding Society; Michigan Patent Law Association; Michigan Section, Electrochemical Society; Polish Engineering Society; American Institute of Quantity Surveyors.
 478 Alexandrine Ave., W., Columbia 5320

Edited by CLAIR W. DITCHY

"The King Is Dead! Long Live The King!"

March 31 marked the demise of CWA, a joke to some, a boon to many. That it accomplished its mission is pretty well established. From its ashes arises CERA.

There is naturally much concern among needy technical men as to what this County Emergency Relief Administration will do for them. It is a bit early to prognosticate. That they are provided for in the picture, we can say definitely. For your information we herewith brief one of the bulletins of the Federal Emergency Relief Administration at Washington suggesting the nature of the projects which should be undertaken by CERA:

It is intended that projects under CERA "shall be of the highest social value, planned to be of the greatest efficiency and the greatest benefit to the community or State and coordinated with larger plans for local or State improvement."

Projects are grouped into six fields of activity, namely:

A. Planning, which will encompass surveys and studies leading to intelligent control and direction of projects in the fields listed below. Engineers, architects, and home planners are mentioned as being required for this category.

B. Public Property. Under this is included improvements which partake more of the nature of reconditioning rather than extensive alterations. Improvements to publicly owned buildings such as schools and other institutions are specifically mentioned, as are extensions of waterworks, sewers, airports, etc. Engineers, technicians, landscape gardeners are mentioned as eligible for this work.

C. Housing. Remodeling and repair of houses in lieu of rent for relief families. Assistance in publicly owned housing. Subsistence homesteads. Employing architects, engineers, landscape gardeners.

D. Production and Distribution of Goods Needed by the Unemployed. Household goods, food, clothing. Industrial engineers are included among those required under this heading.

E. Public Welfare, Health and Recreation. "Safety and traffic engineers" are listed as needed under this heading.

F. Public Education, Arts and Research Emergency. Listed among those to be given work under this heading are architects, engineers, scientists, "technical people," planning specialists, etc.

"Selection of workers is made on the basis of need, determined by the Relief Administrations. Determination of eligibility for relief of professional, technical, and skilled workers may be made in cooperation with professional and labor organizations. No person shall be employed less than fifty-four hours a month nor less than three days in any one week."

ATS will continue to register and place men as the opportunity affords. See Ernie Brandt for particulars.

Regular meeting held April 2 was attended by twenty-five councillors. In the absence of Chairman Thomas, Vice-Chairman Merker presided. Among the committee reports, Chairman Stoddard of the Educational Committee reported the receipt

of a check from the American Welding Society for the fund which will be used to provide oil paintings of automotive pioneers for the College of Engineering, Wayne University. He also informed the meeting that Sigma Rho Tau, collegiate speech society sponsored by ATS is taking part in a debate in Chicago. Major Hallihan called attention to the desirability of continuing the Geodetic Survey which locally has been under the direction of E. M. Walker, and also directed attention to the Federal Securities Act which provides that any accountant, engineer or appraiser may be held strictly accountable for any untrue statement or the omission of the statement of any material fact in the registration of any security. An engineer making a report, valuation or appraisal in which one of the above mentioned offences occurs, may be convicted by the Securities Commission and may also be sued by a purchaser for the whole purchase price of the security based on his report.

Branson V. Gamber spoke to the meeting on the Speed Recovery Program of the Detroit Board of Commerce, urging every one to help restore the morale and confidence of the people in the future of our city.

Mr. Leon Collor, representing the CERA, addressed the councillors regarding the proposed activities of CERA, saying that its first job was to clean up the left-overs of CWA.

CALENDAR: Regular Meeting of DES April 13 at Club House. Boulder Dam will be discussed.

DES, Annual Meeting April 27, place not yet selected. Speaker: Commander H. B. Groh, USN, Air Minister of Peruvian Government, etc. Subject: "Blazing Peruvian Airlines. Flying Adventures in the Andean Mountains." Further particulars from Ernie Brandt.

ACS, Wednesday, April 18, Detroit Edison Auditorium. Intended primarily for students. Educational Night. Speaker, Charles F. Kettering.

AIEE, April 25, Detroit Edison Auditorium. Speaker: Mr. H. W. Collins, Asst. to Supt. Electrical System, The Detroit Edison Co. Subject: "Lightning and Surges."

HALL OF FAME: Perry A. Fellows is now Administrative Assistant, Federal Emergency Relief Administration.

OBITUARY: G. E. Gregory, former junior civil engineer for the City of Detroit, and recently a captain in the CCC service, died Friday, March 16 as a result of an automobile accident near Traverse City.

Ralph C. Horton, formerly construction engineer for Bryant and Detwiler, more recently engaged on the Michigan Control Survey, died Sunday, March 18, following a short illness.

ELLIOTT J. STODDARD

DETROIT, MICH.

Patents—Trade Marks—Copyrights

Residence:

Business:

329 Monterey Ave.

704 Ford Bldg.

ROD ALLEN IN THE OCTAGON

"Savants Clash on Destruction of Carthage."—This Guy, Saarinen etc. "News reaches THE OCTAGON by means of notes placed in bottles and floated around Cape Horn."

When this copy was sent to the Bulletin your editor thought he had a good chance to blue pencil something of Allen's, so he struck out the reference to Cape Horn (at least he thought he did), lest we offend our very dear friend, E. C. Kemper. Your editor must have dreamed that, for lo and behold! it appeared in THE OCTAGON just as the famous Rajah had said.

We hastened to apologize to the Detroit Chapter and to the MSA, but Frank Corder said, "Oh, forget it. Don't you know that Kemper has a sense of humor?"

That's probably just the reason he used the item. You know the philosophy of laughter brought out by your friend, Professor Gaum is that one with a good sense of humor enjoys a joke on himself, as well as on others.

"Look at the article which preceded Allen's masterpiece in The Octagon. I mean the one about a questionnaire an architect should submit to clients, by H. I. Phillips—in The Washington Post, wherein he takes as his theme a news item with a New York date line in which William Lescare states that, "Home builders should be psycho-analyzed," and proposes a questionnaire to determine their tastes, requirements, etc. Following this idea Phillips suggests the following:

1. How many people are there in your family and are there any two alike?
2. Have you a gadget complex or don't you mind if there are no wall attachments for opening bottles?
3. What do you consider the relative importance of contract bridge, home gardening, week-end house parties, radio programs?
4. Are you a moderate drinker or will you need wider corridors?
5. Do you keep a dog? If so, is it a lapdog or will a special extension be necessary? What place does an animal hold in your affections with respect to your children and neighbors?
6. Would you kill an architect who failed to take into consideration the comfort of a Great Dane and its importance in one's home life?
7. Check the clause which properly completes the following: If I fell downstairs, I would—
 - (a) Call a physician.
 - (b) Notify the insurance company.
 - (c) Write a letter to the newspapers.
 - (d) Call up the architect and bawl him out?
8. Give a brief statement expressing yourself on the relative importance in family life of the following institutions:
 - (a) A Roman bathroom in colored tile.
 - (b) A tennis court.
 - (c) Ample guest rooms.
 - (d) A rock garden and fish pool.
 - (e) A good heating plant.
 - (f) A home putting green.

9. Have you ever had any great tragedy in your life or have you been careful not to buy a suburban home from the real estate agent's description?

10. Do you go in for week-end house parties or will no steel reinforcements of the building be necessary?

11. Are you an outdoor bug who carries the craving for a tropical tan to the point of fanaticism or will you want a house sufficiently large to give you a feeling of comfort when you are indoors?

12. Do you smoke a pipe or will the installation of mechanical blowers and air purifiers be unnecessary to the comfort of your wife and her mother?

13. Is this your first owned home or have you been disappointed in real estate so often that nothing an architect may do can make you happy?

13. Do you and your wife get along peacefully as a rule or should the walls be sound proofed?

15. Has there been any insanity in your family or hasn't any member of it ever fallen a victim of the conviction that in the ideal American home the bathrooms should be larger and more numerous and more beautiful than the other rooms?

16. Is a good view an obsession or don't you care what goes on in the neighboring homes?

17. Will you require ample book shelves or are you and your children average Americans?

"And did you read 'Hors de Concours' with Ken Murchison, in the current Architectural Forum? On the same subject he contributes the following:

5. Have you got enough money to do this job right?

6. Are you a female with a domineering personality?

7. Do you know the difference between a kitchen sink and the back stairs when you see them on a blue print?

8. Do you hate architects as a general rule or just at the end of a job?

"It is my opinion," continued Corder, "that in these times architects take themselves altogether too seriously—a little fun now and then will do no harm."

BIRTHDAY GREETINGS

The birthday book is handed back to Secretary Frank Wright this week, after his birthday of last week, and he wishes many more to the following: G. Frank Corder, April 10; Clair W. Ditchy, April 12; William D. Cuthbert, April 15.

The Secretary also wishes to congratulate the newest of registered architects in Michigan, Mr. Forrest A. Gildersleeve, of 914 Francis Street, Jackson, Mich.

PUNCH AND JUDY THEATRE

KERCHEVAL AT FISHER ROAD

NIAGARA 3898

WEDNESDAY-THURSDAY, APRIL 11 AND 12—2 Features
Richard Dix and Madge Evans in "Day of Reckoning"
Frederick March and Miriam Hopkins in "All of Me"

FRIDAY-SATURDAY APRIL 13 AND 14
Joan Blondell and Pat O'Brien in "I've Got Your Number"
Saturday 11 P. M.—Loretta Young in "They Call It Sin"

SUNDAY-MONDAY-TUESDAY APRIL 15, 16 AND 17
William Powell and Bette Davis in "Fashions of 1934"

Mueth Iron Works

STEEL STAIRS

and

HIGH GRADE ORNAMENTAL IRON

Fitzroy 1969

1938 Franklin St.

Detroit

SERVICE

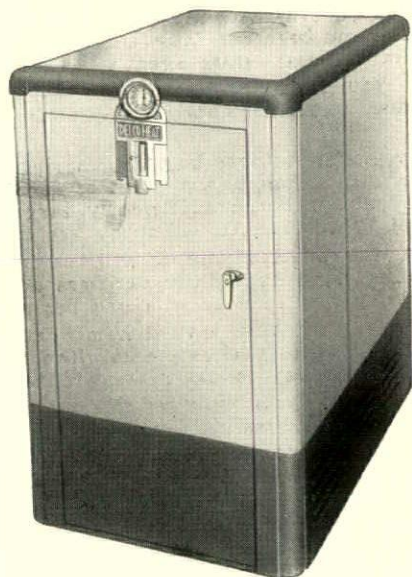
PAINTING CONTRACTORS

TE mple-3-1135

4222 WOODWARD AVE

DETROIT, MICH.

Patronize our advertisers



Delco Heat Boiler-Burner Unit

GENERAL MOTORS ENTERS BOILER-BURNER FIELD

Among the new improvements for the home that are earning favorable comment is the Delco Heat Boiler Burner Unit. This unit is referred to by The Delco Appliance Corporation, manufacturer, as the "Harmonized Delco Heat Boiler."

The boiler and burner are enclosed in a furniture-steel cabinet, in two-tone green finish, trimmed with chromium. The Minneapolis Honeywell Thermostat electric clock is included as standard equipment on the three large sizes of the unit. The boiler comes in four different sizes, rated from 600 feet for the smallest size to 1700 feet of steam for the largest.

All units are equipped with low water cut-offs, dual aquastat controls and indirect hot water heaters for the domestic supply of summer and winter hot water.

Due to a unique fin-type construction, this cast iron sectional boiler is highly efficient. The combustion gases are forced through many small passages over the cast iron fins which rapidly conduct the heat to the water in the boiler. The owner is guaranteed an operating efficiency of 85%.

Through this high efficiency it is possible to heat with oil for lower costs than with soft coal. The oil burner part of the unit is quite similar to the Delco Heat Conversion burner. It is designed to burn 3 lb. oil and is equipped with intermittent electric spark ignition. The air is preheated before combustion takes place. This is another important feature that increases the efficiency of the unit.

It is difficult for the layman to imagine that so beautiful a cabinet actually encloses a complete heating unit. This unit will be on display in the General Motors Building lobby, April 9th to April 21st.

Both the Boiler Burner Unit and the "Delco Heat" conversion burner are distributed by Bruce Wigle Plumbing and Heating Company, 9117 Hamilton Avenue, Detroit.

HUGO C. SCHWAN

904 DONOVAN BLDG.

Office Detroit, Michigan Residence
Randolph 6069 Representing M U r r a y 5477
Cleveland Heater Co.—Manufacturers of
"G" Automatic Storage—Rivet Underfired—and Rex Tank
Gas and Electric Water Heaters—Also
Fans and Blowers For Air Conditioning
Call or write for catalogs and specifications.

LINWOOD

Pipe and Supply Co.

Distributors for
GENERAL FITTINGS CO.
Indirect Water Heaters and Unions
14760 LINWOOD AVE. UNIVERSITY 11870

GOOD
HARDWARE FOR OVER 50 YEARS

RAYL'S

1233 Griswold Street

KELVINATOR

There is a Kelvinator for every size Home and Business. Domestic, Commercial, Beer Cooling, Water Coolers, Ice Cream Cabinets, Air Conditioning Equipment and Oil Burners.

Factory Branch:

GRAND BOULEVARD AT HAMILTON
Phone MAdison 9840

A General Motors Value DELCO HEAT The Simplified Oil Burner

See the

Harmonized Delco Heat BOILER BURNER UNIT

on display

GENERAL MOTORS BUILDING
LOBBY

April 9th—21st

Write for data on the

DELCO HEAT

CONVERSION OIL BURNERS
and
BOILER BURNER UNITS

BRUCE WIGLE

Plumbing and Heating Co.

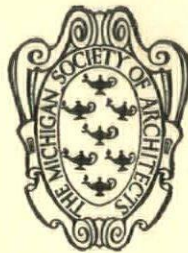
9117 Hamilton
At Clairmount

15304 Kercheval
At Beaconsfield

The Octagon,
1741 New York Ave.,
Washington, D. C.

3-41

WEEKLY BULLETIN



MICHIGAN SOCIETY OF ARCHITECTS

OFFICERS

Clair W. Ditchy, President
Emil Lorch, 1st Vice-President
Harry L. Mead, 2nd Vice-President
William D. Cuthbert, 3rd Vice-President
Frank H. Wright, Secretary
Andrew R. Morison, Treasurer
Talmage C. Hughes, Executive Secretary

Editor

TALMAGE C. HUGHES
120 Madison Ave., Detroit
Telephone: CHerry 7660

Business Manager
E. B. FAUQUIER

DIRECTORS

Wells I. Bennett
Frank Eurich
Walter E. Lentz
Amedeo Leone
William G. Malcomson
Richard Marr
H. Augustus O'Dell
N. Chester Sorensen

Published Weekly. Subscription Price: \$2.00 per year.

Entered as second-class matter December 9, 1930, at the Post office at Detroit, Michigan, under the Act of March 3, 1879.

Vol. 8

DETROIT, MICH., APRIL 17, 1934

No. 16

INTRODUCING THE READY BILLED ARCHITECT

By Roger Allen

The architectural fraternity, or sorority, to judge from Chris Steketee's new necktie, was this week thrilled and in fact nauseated to learn that the outstanding award of the week, the Grand Prix de Market avenue, had been awarded, along with an admonition from the bench, to Prof. Horace V. Handlebar for his contribution, The Ready Billed Architect.

The jury making the award consisted of Paul Cret, Detective Inspector Frank O'Malley and the Man on the Flying Trapeze. Informed of the great honor that had come to him, the eminent scientist, whose patent spot remover to remove spots left by patent spot removers is still the talk of scientific circles, spoke as follows:

"The Ready Billed Architect differs in many respects from the Ready Built House, of which you may have heard, God forbid. The Ready Built House comes already plastered, for instance. That will give you a rough idea.

Architects' Luncheon

32nd Floor, Union Guardian Building
Private Dining Room
Southwest Vista

Tuesday, April 17th, 12:30 p. m.

"The Ready Billed Architect is first gassed in one piece, utilizing the smoke from one of Allen's cigars for the purpose. It is then placed in a mold and covered with a solution consisting of blended whiskey from the Michigan State Liquor store, to which alcohol has been added to prevent the whiskey from freezing. After the architect has absorbed a quart of this, and statistics gathered by Talmage Hughes at the last Michigan Society of Architects convention indicate that the average time required for an architect to absorb one quart is approximately 11.9 decibels, or soon enough, the signal is given and the bell boy brings up more Canada

Dry, charging it to the room, which in turn is charged to somebody from the Aluminum company who was silly enough to go out and leave his door unlocked.

"The Architect is then fanned for 11 days with the Standard Contract Documents and given two tablespoonfuls of mineral oil to keep ethics from bothering him, or it. He is then left broom-clean, ready for the painting contractor.

"Skilled decorators now apply the facial decorations, which are calculated to make the Ready Billed Architect closely resemble the late Count Dracula after a hard night spent palling around with the boys from the Newspaper Guild. The result is so devastating that expectant mothers should be barred from the room. In fact," said the professor, who is the father of 14, "it might be a good idea if they were barred from Michigan."

"The figure is then dusted with citronella and is ready to be placed in use. The best way of doing this is to stand him in a corner of the reception room in back of an electric eye, covering him with a sheet attached to a mechanism which works thus: as long as persons entering the office merely desire to order up a mess of plans nothing happens, but in the event, which is every day becoming more probable, that the entrant has a bill that he wants paid, then when he waves the bill with a menacing gesture the current is interrupted and the sheet falls, thus revealing the Ready Billed Architect ready to be billed. After the collector has jumped out of the window the sheet can be replaced, and the architect-owner of the new invention carves another notch on his tee-square.

DUSTPROOF—WATERPROOF—WEARPROOF

For the utmost in cement floor satisfaction, specify

GIBRALTAR
48 STATE FAIR AVENUE WEST



FLOORS INC.
DETROIT, MICH.

BUILDERS' AND TRADERS' EXCHANGE OF DETROIT

Edwin Kriehoff, President; Mason P. Rumney, Vice-President; Albert F. Pudrith, Treasurer; Edwin J. Brunner, Secretary;
Directors:—Fred Anderson, Albert Beever, Roy Boomer, Claude Flier, Walter Trowell, Edward Schroeder.

439 Penobscot Bldg., Randolph 5509

Edited By E. J. BRUNNER

Presenting Erwin's Idea

At the last board meeting of the Builders' and Traders' Exchange appeared Erwin Farr of the Belden Stark Brick Co., and chairman of our entertainment committee. He was properly flanked by Albert Beever, Walter Trowell, and Julius Frater, members of the committee. Bill Seeley, the one and only Golf Chairman was out of the city.

Erwin proposed a grand idea, which should and will work. The idea is no more nor less than that our annual picnic this year should include the picnics of every association in the industry. Held under the auspices of the Builders' and Traders' this can be made an affair which we will remember long after the bad times have been forgotten.

We have talked with some associations about this idea and it has been warmly received. It should be. Think of the possibilities—a tug of war between the architects and the Producers' Council—the roofers putting a roof on the party—the plasterers—etc. and etc.

The construction industry needs just such an all day's party as this will be—every association there in full. Then we can get away from the intricacies of codes and say, "We don't care who writes the nation's laws as long as we sing the songs."

Furthermore there are great possibilities for free and effective advertising of the industry. We might all have banners, march down Woodward, and let Detroit know "We are here." Someone suggested that we call it the March of the Unemployed Industry, but the psychology of that is all wrong.

Boost for this idea when it comes up in your association, as it will before long now. Erwin is going to communicate with all associations in the near future.

Things Are Picking Up In Ann Arbor

E. J. Brunner, the editor of this page, has been invited to address the whole construction industry of Ann Arbor on the subject of Codes with expenses paid and a fee.

Bid Depository

There must be cooperation on the part of the industry to make any part of any construction code effective. That applies to the depositing of duplicate bids at the Builders' and Traders' Exchange. Unless architects go out of their way to insist that sub bids be in the hands of general contractors 24 hours before the generals' bids are due, and unless generals insist on the same thing, and unless the architect insists that generals must all deposit duplicate bids with the Builders' and Traders' Exchange and unless generals insist that subs must deposit duplicate bids, it will take a mighty long time to get this check on bid peddling and shop-ping into operation.

The Builders and Traders agreed with the large committee of the industry to take on the job of bid depository. We are doing our part, but the Builders' and Traders' Exchange has not a bit of authority to compel the function. If the industry wants this part of the code to get a good start, for heaven's sake start right, right now.

The functions of the code should all be as practical and simple in operation as possible. The depository will be run in exactly that manner.

Architects should give plenty of time for the subs to get their bids ready for the generals 24 hours before the general bids are due. Sub-contractors will find it impossible to live up to the code unless this is done. Another thing which needs adjusting is the matter of mailing bids. It would be a simple solution if it can be ruled that each sub contractor at the time of bringing his duplicate bid to the Exchange, bring also a sealed and stamped bid for each general he wishes to receive his bid and drops these in the mail immediately after depositing his duplicate.

Sales Tax Regulations

There are still a few firms which are "getting mixed up" regarding the sales tax. We cannot retell the whole story in this space, but remember this: if you install materials so they become affixed to the job as legal real estate you do not pay a tax to the state. The party selling you the raw materials does and he will collect on his sale from you. If in doubt call us or come up and see us.

CLASSIFIED BUILDING TRADES

General Contractors

KORRICK BROTHERS, Inc., 1254 Michigan
Theatre Bldg. Randolph 2934.

Carpenter Contractors

TRIANGLE CONSTRUCTION CO., Inc., 2922
Monterey Ave. Longfellow 1713.

Heating Alterations & Repairs

FLAT RATE PLUMBING & HEATING CO.,
317 Kresge Bldg., EUclid 0036.

Lumber & Millwork

DETROIT LUMBER CO., Main Office: 6601
W. Jefferson. Vinewood 1-2090.

GRACE HARBOR LUMBER CO.—Four Yards.
Hogarth 4913.

HURD LUMBER CO., 6425 W. Vernor High-
way. Vinewood 1-4120

RESTRICK LUMBER CO., 1000 W. Grand
Blvd. LaFayette 0500.

General Floor Contractors

ALBERT GRAUER & CO., 1408-24 Seven-
teenth St., LaFayette 1950.

Asbestos NU-WAY Insulation

C. STANLEY MORGAN, Manufacturer, Detroit

Insurance & Surety Bonds

KELLY, HALLA, PEACOCK, Inc., 833 Hub-
Bldg. Randolph 0126.

Waterproofing Contractors

THE LOVETT ENGINEERING CO., 2821 E.
Grand Blvd. Madison 4456

Patronize our advertisers

Patronize our advertisers.

for the housing of electrical equipment to give variation in color. Seats will be aplenty throughout the Ford building, for Mr. Ford when visiting the Fair in '33 got very tired and missed adequate seating accommodations. He contemplates employing an orchestra to play the finer music in his building, music on a higher plane being one of the elements lacking in 1933.

Mr. Kahn dwelt upon the speed in the planning and erection of this building. He also told how he came to be employed originally by the Ford Company, then personally unknown to Mr. Ford and Mr. — now Senator—James Couzens. Since then Mr. Kahn has designed work for the Ford Company that has cost upwards of \$200,000,000.

And in line with the foregoing, I ran across the new book by Arthur J. Burks, entitled, "Where Are My People?"

Burks was raised in the West and lives in the East. He has written a simple straightforward narrative, which is as unmistakably American as doughnuts and apple pie. Through the history of one family—the author's own—we see the virgin land transformed into profitable farms and thriving towns in the "Big Bend" country of Washington.

The book is about real people such as have been responsible for this nation's growth from the beginning. They have carried on through thick and thin, through hard times and good times and in spite of every brand of political experiment.

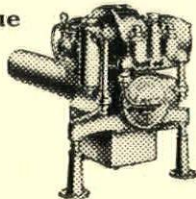
Would-be statesmen and hard-working citizens should read the book to understand the real forces that develop the country and carry on to greater achievements.

It will take the conceit out of politicians to realize the importance of the Gumps.

A General Motors Value

DELCO HEAT

*The Simplified
Oil Burner*



See the

**DELCO HEAT
Boiler Burner Unit**

and
Oil Burners
on display

**General Motors Building
LOBBY**

April 9th - 21st

BRUCE WIGLE

Plumbing and Heating Co.

9117 Hamilton
At Clairmount

15304 Kercheval
At Beaconsfield

HUGO C. SCHWAN

904 Donovan Building

DETROIT, MICH.

Office
RAndolph 6069

Residence
MURray 5477



REPRESENTING
ELKAY COMPANY

Cleveland Heater Co.—Manufacturers of "G"
Automatic Storage—Rivel Underfired—and
Rex Tank Gas and Electric Water Heaters.

—Also Fans and Blowers for
Air Conditioning.

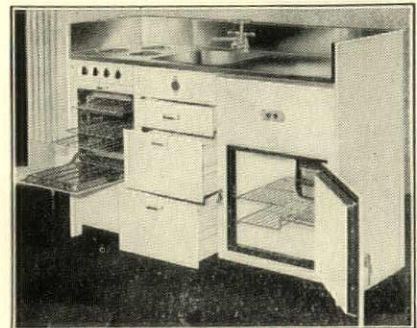
White metal—Monel Metal—Allegheny Metal
—or K A 2 Stain less steel—Scullery
Sinks, Shower stalls and The Amba-
sador all steel improved simpli-
fied shower bath stall.



Call or write for catalogs and specifications.

THE NEW 60" G-E KITCHENETTE

For Built-in Application
Without Metal Enclosure



Compactness — Efficiency — Utility
Beauty

CASWELL INC.

6030 Cass Ave.

MAdison 3840

THE HOME IS THE KEYSTONE OF RECOVERY

Let's be sentimental: The home is the keystone of American life.

Let's also be hard-boiled: The home is the keystone of American business recovery.

Why? There are several reasons, some of which are overlooked by those who "interpret America" in terms of new formulas.

Of course the recent emergency had to be met by unusual measures, since it was an unusual emergency.

Of course the people approved the great objective of preventing starvation and lesser suffering; and for this reason they accepted without protest certain measures which did not square with their ingrained ideas of thrift.

But they accepted these measures as emergency tools; and they are hoping that temporary expedients will not become permanent policies.

Most middle-class Americans, those people who seldom appear on the front pages of newspapers but whose strength and stability make up the credit of the United States, have certain ideas about national economic security; and these ideas are not based upon unlimited spending of public funds.

They are willing that the public credit should be used; but they hope it may be used not only for the immediate purpose of supplying wages to the needy but also for the long-range purpose of creating permanent national wealth.

As they see it, unlimited public spending that is not balanced by a corresponding creation of wealth involves two collateral results which will put the central purpose of the Recovery in danger.

In the first place, unlimited spending for projects that are not self-liquidating means unlimited taxation; and such taxation puts an intolerable burden upon thrift and finally destroys taxing power by destroying that upon which taxes must be levied.

In the second place, when one man spends another's money, as a public official spends money raised by tax levies, it does not pain him excessively if he fails to get value received; and this means uncompensated waste.

The middle-class American, trained in thrift, does not believe that waste makes prosperity; and so he prefers that Recovery money should be spent by those who have a large personal stake in getting value received.

He remembers hearing his father make some such statement as this: "You can't borrow yourself rich"; and so he regards a loan as a tool and not as a gift.

When he borrows money he thinks it more important to satisfy himself that the project will repay the loan with a suitable profit over than to satisfy the lender that the latter's part in the venture is secure.

We return to our opening statements; that the home is the keystone both of American life and of American business recovery.

The home is the keystone of American life because for generations the middle-class American has found in his home not only the comfort and happiness and satisfaction which the sentiment-

talists speak, but also an economic security which the depression has painted in strong colors.

The home is the keystone of American business recovery because the owner is ready and anxious at the earliest possible moment to protect, repair and improve it; and because the would-be owner is equally ready at the earliest possible moment to place himself in the pathway of satisfaction and security by purchasing or building the home of his dreams.

The home owner is willing to sacrifice for his home; and in non-sentimental terms this means that he adds hours of hard and careful labor and thought to his investment of money, that he puts first things first, that he anticipates and prevents waste and that he makes every dollar yield full value in creating permanent wealth.

The American middle class of actual and would-be home owners believes that the building, remodeling and repairing of houses will put money to work in the most efficient way to promote Recovery; that it will supply labor to a larger percentage of workmen in necessary and productive fields than will any other project; that it will create permanent wealth greater than the amount of money invested; and that it will yield large returns in solid citizenship.

So the middle-class of home owners is suggesting that the American home be placed in the focus of Recovery thought by public officials, as it has already been placed in the focus of sacrificial efforts and affections by uncounted thousands of owners.

Federal money, loaned to the middle-class home owner, will be repaid; it will be expended under his careful eye; it will produce more in economic security and lasting return by many times over than will haphazard and improvised projects which are not self-liquidating and which at best create only a temporary payroll; and, last but not least, it will give an impetus to the sound old policies of self-directed thrift which made historic America great.

Let's be sentimental and hard-boiled: The home is the keystone of the Recovery arch.

A general meeting of the Allied Group has been called for next Monday evening, April 16th, 1934, at 5:15 P. M. at the Detroit Engineering Society Rooms at 478 W. Alexandrine Ave., at which time your executive committee desires to report progress on a matter of vital interest to each member.

Dinner will be served at 6:30 P. M. to those desiring it for 75c and who make reservations by calling Mr. Brandt, CO. 5320 before noon on Monday next.

L. R. Hoffman, Secretary

KELVINATOR

There is a Kelvinator for every size Home and Business. Domestic, Commercial, Beer Cooling, Water Coolers, Ice Cream Cabinets, Air Conditioning Equipment and Oil Burners.

Factory Branch:

GRAND BOULEVARD AT HAMILTON

Phone MADison 9840

LINWOOD Pipe and Supply Co.

Distributors for

Kohler Plumbing Fixtures
Republic Brass Fixtures

American Boilers and Radiators
U. S. Boilers and Radiators

14760 LINWOOD AVE.

UNIVERSITY 11870

GOOD HARDWARE FOR OVER 50 YEARS

RAYL'S

1233 Griswold Street

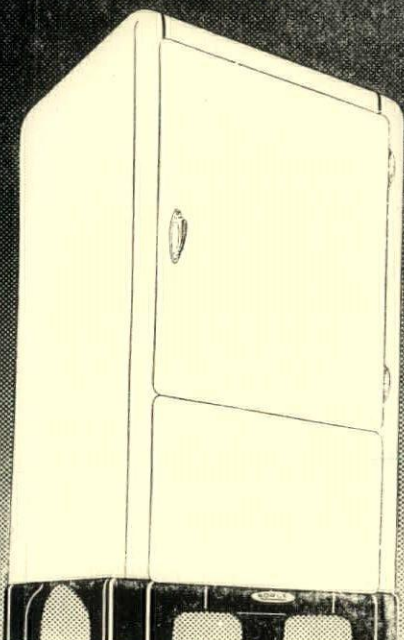
Instead of a luxury
Rollator Refrigeration
is a great saving



Always Specify

NORGE
Rollator refrigeration

Rollator Refrigeration



**SAVES
UP TO \$11.00
AND MORE
A MONTH**

HELP WANTED

*Substantial party wants credit. Apply at once.
Building Industry, U. S. A.*

By G. Frank Corder

The United States Government has allocated all of the original \$3,300,000,000 relief fund but only a relatively small percentage went into building construction and that was for public buildings alone. It has established credit agencies to furnish funds for the following national groups:

1. Cotton farmers can borrow 10c per lb. and corn growers can borrow 40c per bushel.
2. Home owners can refinance their homes in distress.
3. Farm owners can refinance their homes at lower interest rates. They can borrow to buy seed, plant crops, and also borrow operating capital, secured by buildings or equipment.
4. Building and Loan members can realize on their investments through Federal loans to these associations.
5. Banks can borrow from the R. F. C.
6. Insurance companies have been protected by Government credit.
7. Railroads have borrowed about \$350,000,000 and can also borrow from the PWA for construction purposes.
8. Exporters will shortly have credit available.

The greatest of all the capital goods industries, the Building Industry, is still without credit sources. We may shortly have some Federal funds for modernization but what is needed to resurrect our business is credit for private enterprise construction that can show its need, its soundness and a

PUNCH AND JUDY THEATRE

KERCHEVAL AT FISHER ROAD NIAGARA 3898

WEDNESDAY—THURSDAY APRIL 18 AND 19
Frederick March and Sylvia Sydney in "Good Dame"
Roland Young and Lillian Gish in "His Double Life"

FRIDAY—SATURDAY APRIL 20 AND 21
W. C. Fields, Charlie Ruggles, Geo. Burns and Gracie Allen
in "Six of a Kind"

Saturday 11 P. M.—Ruth Chatterton in "Lily Turner"
SUNDAY, MONDAY AND TUESDAY APRIL 22, 23 AND 24
Constance Bennett and Franchot Tone in "Moulin Rouge"
Charlie Chase in "Cracked Ice"

Mueth Iron Works

STEEL STAIRS

and

HIGH GRADE ORNAMENTAL IRON

Flitzroy 1969 1938 Franklin St. Detroit

SERVICE

PAINTING CONTRACTORS

TE mpls-1-1135

4222 WOODWARD AVE

DETROIT, MICH.

Patronize our advertisers

reasonable assurance that it will carry itself and repay the loans. The consumers goods industries are being revived with rather startling rapidity, as witness our own automobile business. Capital goods are notoriously lagging and need the stimulating effect of large wells of credit. Various agencies of the building industry are at work trying to open these sources at Washington but thus far no encouragement is visible.

ALBERT KAHN, AND A CENTURY OF PROGRESS

Mr. Kahn recently spoke before the Illinois Society of Architects and the Chicago Chapter A. I. A. The Illinois Society Bulletin had the following to say:

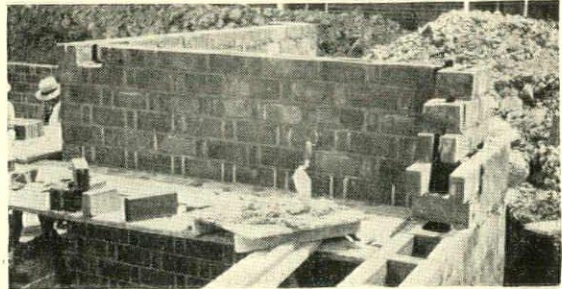
The star of the evening was the special speaker brought here from Detroit, Architect Albert Kahn who has designed the Ford Motor Company's building now being erected at the Century of Progress. After hearing him present his case, one is not surprised that he is one of the most successful practitioners in this country. He has dynamic force, penetration, appeal, humor, to say nothing of architectural ability. He stood with a pointer in hand before drawings of this Ford building from his own office and from the hand of Hugh Ferriss who had made stunning renderings in black and white of in- and exteriors.

The building will be the largest on the Fair grounds. Its central Pantheon-like structure rises higher than anything in the Fair—a quality prompted by reclame. From this point the structure expands with arms of comparatively low elevation.

There will be a museum where Mr. Ford will show many of his most precious acquisitions now in the Dearborn Museum. Mr. Ford's theory is that all industry is based upon the soil, so the exhibits are planned to show material found in or on the earth's surface, carried through the various processes to its culmination as part of a Ford car.

Space does not permit going into Mr. Kahn's lucid address, punctuated with anecdote. Suffice it to say that the Ford building in color will be white and blue; that the General Motors building, the Travel and Transport, the Chrysler and other buildings in that section of the Fair will follow the same color scheme, depending upon night illumination for variegated color. The color scheme of the exposition buildings to the north is not yet fixed.

In the middle of the Ford Pantheon will be a pool of water for cooling purposes, surrounded by rings



12" Hollow Wall—Constructed of Daniel's Jumbo Brick. A Dry Strong Wall Which is Low In Cost.

Size Of Individual Clay Unit 12 1/4" x 5 3/8" x 3 1/8"

JACOB DANIEL BRICK CO.

2213 ATKINSON AVE.

OREGON 1525

NORGE

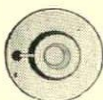
Rollator refrigeration.

There is a Norge Refrigerator for every residential requirement

A Norge Rollator, on test at the factory, has been operating the equipment of 29 years of household use with no measurable wear.

A ROLLER ROLLS and THERE'S ICE
THE PHONE RINGS and THERE'S
NICK WURMER TO SERVE YOU.

129 Selden Ave.
DETROIT
TE. 11224



235 Market St.
GRAND RAPIDS

State Distributor

RADIO DISTRIBUTING CO.



MODERN LIGHTING for the KITCHEN

Plenty of illumination well-diffused is the keynote of kitchen lighting. In addition to the central ceiling fixture which provides light for general purposes, the two recessed panels shown here are recommended as highly desirable. Shadows at the sink and over the range, otherwise almost inevitable, are thereby eliminated. The more common bracket light may be used instead of recessed fixtures.

Lighting details for this room were supervised by the Detroit Edison Home Lighting Advisor. Her services are at your disposal (without charge) on all home lighting problems. Call Randolph 2100.

The DETROIT EDISON CO.

Harold A. Beam
14200 Woodmount
Detroit, Mich.



WEEKLY BULLETIN

MICHIGAN SOCIETY OF ARCHITECTS

OFFICERS

Clair W. Ditchy, President
Emil Loreh, 1st Vice-President
Harry L. Mead, 2nd Vice-President
William D. Cuthbert, 3rd Vice-President
Frank H. Wright, Secretary
Andrew R. Morison, Treasurer
Talmage C. Hughes, Executive Secretary

Editor

TALMAGE C. HUGHES
120 Madison Ave., Detroit
Telephone: CHerry 7660

Business Manager
E. B. FAUQUIER

DIRECTORS

Wells I. Bennett
Frank Eurich
Walter E. Lentz
Amedeo Leone
William G. Malcomson
Richard Marr
H. Augustus O'Dell
N. Chester Sorensen

Published Weekly. Subscription Price: \$2.00 per year.

Entered as second-class matter December 9, 1930, at the Post office at Detroit, Michigan, under the Act of March 3, 1879.

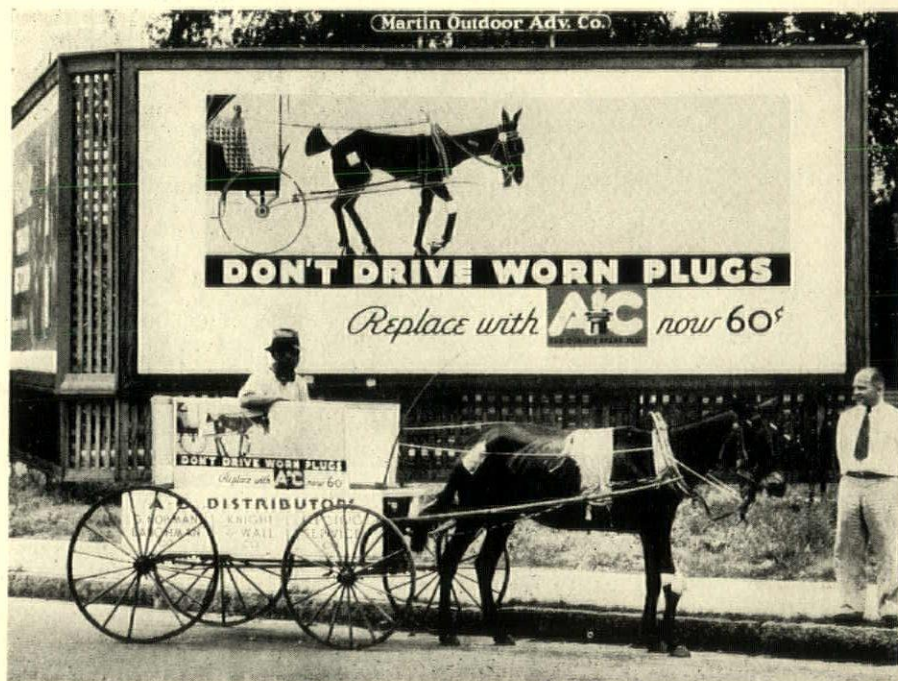
Vol. 8

DETROIT, MICH., APRIL 24, 1934

No. 17

WHAT ARCHITECTS CAN DO

Besides Architecture



The outdoor poster shown above, which was designed by LeRoy E. Kiefer, Detroit architect and member of the Michigan Society of Architects, won a prize in a National Poster Contest over thousands of others. It was considered so good by distributors that three of them banded together in Tampa, Fla., to reproduce the poster in "life form."

The poster has a semi-humorous slogan, "Don't drive worn plugs," and pictures an emaciated horse, patched up in several places, drawing a buggy. The distributors in Tampa hired an old horse, patched him up as in the poster and attached him

to a light shay, and had this driven around the city for a week as an "animated" advertisement. Factory officials state that never before have their distributors displayed a reproduction of any other posterette with such enthusiasm as this one, nor has the factory ever received such commendations as on this poster "with a smile."

Kiefer, one of the younger men in our profession, is well-known in Detroit. He has, many times, finished "in the money" in architectural competitions. The reproduction is through the courtesy of The Adcrafter, publication of the Detroit Adcraft Club.

EQUAL?

NO!!! Gibraltar Floors have no equal.

Colored for Beauty

GIBRALTAR
48 STATE FAIR AVENUE WEST



Heavy Duty for Permanence

FLOORS INC.
DETROIT, MICH.

BUILDERS' AND TRADERS' EXCHANGE OF DETROIT

Edwin Krieghoff, President; Mason P. Rumney, Vice-President; Albert F. Pudrith, Treasurer; Edwin J. Brunner, Secretary;
Directors:—Fred Anderson, Albert Beaver, Roy Boomer, Claude Filer, Walter Trowell, Edward Schroeder.

439 Penobscot Bldg., Randolph 5500

Edited By E. J. BRUNNER

Part of Ann Arbor Address

I presume that every man in this audience has read the Code of Fair Practice for the Construction Industry just as carefully as I have and therefore I need take none of your time in giving a background to the fact that from its effective date, March 2nd, it has imposed the following restrictions upon us:

We must not pay less than 40c an hour except to office help.

We must not pay less than \$14.00 a week to office help.

We must not work men over 40 hours a week or more than 8 hours in one day with certain exceptions.

Bid shopping and bid peddling are violations.

Inviting an unreasonable number of bidders is a violation.

Failure to make available uniformity to all bidders, plans and specifications or other requisite information is a violation.

Making an award at other than the bidder's original bid is a violation.

Not designating a definite hour and place for receiving competitive bids is a violation.

Opening a bid from an uninvited bidder is a violation.

Opening a bid from a subcontractor received less than 24 hours before the closing date for the general's bid is a violation.

Conveying information to a bidder to influence his price or terms is a violation.

Collusion between the awarding authority and a bidder or between bidders is a violation.

Taking of rebates is a violation.

All this has been in effect since March 2nd but some of us have not thought so much about it because the enforcing machinery that we can see and which we deal with has not been set up. You know there are going to be chapters for each separate trade. Some of these chapters have already been written and are in effect. . . .

I do not believe that there is a man in this audience who does not agree that the restrictions I have quoted from the Code of Fair Competition if lived up to would make our industry much better than it is and further I do not believe that you can read through any of the chapters, either those that have been signed or those that are forthcoming, and find in them restrictions which would be hardships.

And I hate to stand here and confess to you that I believe the enforcement of these codes is

going to be a very hard problem and that I am not without doubt as to the lasting effect of these codes, so I am going to tell you why I think this.

Regardless of the fact that none of the restrictions I have cited to you are onerous, it is going to be hard to enforce them because of one big element in the industry which has always been with us and which probably always will be with us and that element is suspicion. Let us look at it. The local enforcement of a code is going to be the duty of some authority and that authority will be tied to some trade association. This seems to be the accepted method, namely, tying the authority to some existing association. Now regardless of how well that association has been run in the past; regardless of how spotless its record has been, there is bound to be a measure of suspicion in the minds of all the individuals of that industry who have not been members of the association and in many cases there will be suspicion in the minds of some who have long been members of that association. That is unfortunate. But it is true. It seems to be a part of human nature and I will say frankly that as regards past conduct, some associations merit suspicion.

Can we picture an individual with suspicion in his mind that possibly some one else does not have to live up to the letter of the code, living up to the letter of it himself? You all know how it has been in the past. We have gone to meetings and have decided on some course of action and after it has been decided upon by everyone, some individual has sooner or later taken advantage of the situation and there is the breath of suspicion in case there was none before. If at any time during the course of enforcement of these codes suspicion gets any food to feed upon it will grow and destroy all the advantages we seek to obtain. Therefore as regards to this point, I would say that the thing to be kept uppermost in mind in planning code enforcement in Ann Arbor or any other place is to see to it that the code authority is as representative as is possible under the law. Don't go the minimum on making the authority representative. Go the maximum and see to it that individuals having positions of trust or importance are as far above suspicion as possible. I do not believe this point can be emphasized enough. I think it will be extremely hazardous to the operation of codes if they are used as leverages to force anyone into any association. You may think that is a funny statement to come from a paid executive of an association in a neighboring city which of course

CLASSIFIED BUILDING TRADES

General Contractors

CORRICK BROTHERS, Inc., 1254 Michigan Theatre Bldg. Randolph 2934.

Carpenter Contractors

TRIANGLE CONSTRUCTION CO., Inc., 2923 Monterey Ave. Longfellow 1713.

Heating Alterations & Repairs

FLAT RATE PLUMBING & HEATING CO., 317 Kresge Bldg., Euclid 0036.

Lumber & Millwork

DETROIT LUMBER CO., Main Office: 5601 W. Jefferson, Vinewood 1-2090.

GRACE HARBOR LUMBER CO.—Four Yards, Hogarth 4913.

HURD LUMBER CO., 6435 W. Verner Highway, Vinewood 1-4120.

RESTRICK LUMBER CO., 1009 W. Grand Blvd., Lafayette 6564.

General Floor Contractors

ALBERT GRAUER & CO., 1408-34 Seventeenth St., Lafayette 1950.

Asbestos NU-WAY Insulation

C. STANLEY MORGAN, Manufacturer, Detroit.

Insurance & Surety Bonds

KELLY, HALL, PEACOCK, Inc., 331 Sub Bldg., Randolph 0136.

Waterproofing Contractors

THE LOVETT ENGINEERING CO., 2831 E. Grand Blvd., Madison 4456.

Patronize our advertisers

Patronize our advertisers.

D. E. S. 40th ANNUAL MEETING

The Fortieth Annual Meeting of the Detroit Engineering Society will be held Thursday evening, April 26, 1934, at 6:30 o'clock, in the ballroom of the Wardell Hotel, just north of the Art Institute. The speaker of the evening will be Commander H. B. Grow, of the United States Navy. He will tell, in his interesting and amusing way, of the thrilling adventures encountered in developing the air lines across the Andes Mountains in Peru. He holds the interest of his audience by his ready wit and mimicry of the mountaineers whom he engaged to work for him.

Mr. Albert Goorwitch and his stringed orchestra will render semi-classical music during the dinner. The price of the dinner will be \$1.15 per plate, including the tax. If you have dined at the Wardell, you know what a treat you have coming. Ladies are invited as well as non-members. A reservation notice will be mailed to you next week. The capacity of the ballroom is limited to 250, even if Harold Ellington did build it, so make up your mind now, and be ready to return your reservation notice promptly after you receive it.

Mr. Ellington, D. E. S. representative to the Construction League of the United States; Mr. L. E. Williams, president of the Michigan Engineering Society; and Clair W. Ditchy, president of the Michigan Society of Architects, will also speak. Mr. Ditchy will speak for the referendum on the state building program to be held on April 30th.

On Wednesday afternoon, April 19, Branson V. Gamber spoke to the class in architectural drafting at the Cass Technical High School. He reports that he found the young men intensely interested and eager to know more about the practical side of architecture.

Gamber is known as one of the ablest speakers in the profession hereabout, and what is equally important, he is always ready and willing to accept any assignment that is for our common interest.

There should be more of this spirit among the architects. With a properly organized Speakers' Bureau we might reach not only the architectural, but other students as well, which after all is the proper way to begin to educate the public to the much needed appreciation of architecture.

OPPOSITION

By G. Frank Corder

"All progress is slow and uncertain, and is followed, more often than not, by retrograde movements. The advance toward a better order of things is vague and indeterminate. The profound and innumerable forces which chain man to the past cause him to cherish its errors, superstitions, prejudices and cruelties as precious symbols of his security. Salutory innovation terrifies him. Prudence makes him imitative, and he dare not quit the tumbledown shelter that protected his fathers and which is about to fall in on him."

Thus wrote Anatole France in 1900, but it is as true today and will be as true tomorrow, as then. He did not have buildings particularly in mind when he wrote it but his well put statement applies exactly to the movement for Low Cost housing which has been begun in this country and which has been tremendously stimulated by the Roosevelt program.

Housing of the low wage earner will sooner or later come to be regarded as a public function in the same manner that education came to be such

for Satisfaction
specify

"Standard"
PLUMBING FIXTURES

for Service
call

C. W. GUDNAU
Sales Promotion

Murray W. Sales & Co.

MADison 4200

DETROIT

PONTIAC

FLINT

WYANDOTTE

"most Modern Complete Display Rooms
in the Middle West."

PUNCH AND JUDY THEATRE
KERCHEVAL AT FISHER ROAD NIAGARA 3898

WEDNESDAY-THURSDAY APRIL 25 AND 26
Anna Sten and Lionel Atwill in "Nana"

FRIDAY-SATURDAY APRIL 27 AND 28

Edmund Lowe and Victor McLaglen in "No More Women"

Saturday, 11 P. M.—Maurice Chevalier in "Love Me Tonight"

SUNDAY-MONDAY-TUESDAY APRIL 29, 30; MAY 1

Ramon Novarro and Jeanette MacDonald in

"The Cat and The Fiddle"

Walt Disney's "Funny Little Bunnies"

Muth Iron Works

STEEL STAIRS — ORNAMENTAL IRON
BRONZE AND ALUMINUM

Fitzroy 1969

1938 Franklin St.

DETROIT

SERVICE

PAINTING CONTRACTORS

TE mple-1-1135

4222 WOODWARD AVE

DETROIT, MICH.

COMMISSIONER DEFENDS BAN OF AWNING ADS

In a recent issue of the Bulletin, Lancelot Sukert pointed out that the new Detroit Awning ordinance restricts advertising on awnings, while the code permits overhanging signs to run wild. With this start, he stated that we might even hope to gain some regulation of the architectural design of the buildings which line our streets.

In the Real Estate Section of The Detroit News of April 15th, Mr. Joseph P. Wolff, Commissioner of Buildings, replied as follows:

"Let me be the first one to applaud my friend, Lancelot, the peerless knight who has drawn his sword in a noble fight for beauty in architecture, and let me assure him that I and my department will fight side by side with him for the regulation of architectural designs, IF—"

Here the commissioner paused.

"Well," he continued hesitatingly, "if Mr. Sukert can find among his comrades in arms one little dozen, nay—half a dozen, architects that will agree as to what is beautiful and what is ugly in architecture, I'll have an ordinance embodying their recommendations placed before the Council.

"He evidently overlooks the fact that all the unsightly signs and 'some of the other ugly things' on downtown buildings, of which he complains, are there by virtue of designs by one or the other of his professional colleagues.

"Yet, whether the department and our city fathers have gone esthetic or not, the fact remains that no constitutional ordinance could be drafted which would provide the regulation of architectural designs.

"The structure itself would stand on private property whose owner may be held to observe regulations involving the height of a building to be erected thereon, safety of the public and sanitation, but his and his architect's tastes are their private affairs which can not be legislated constitutionally.

"On the other hand, an awning usually hangs over public property, and thus it may be regulated with a view to the general good of the public. It then seems to me my friend's sarcasm on the sign provision of the ordinance is lacking the force of logic."

One thing Mr. Wolff did not explain, however, was why it was necessary to limit the advertising on an awning and not on an over-hanging sign, which is also over city property.

H. A. B. S. EXHIBITION

An exhibition of drawings and photographs covering a portion of the work done by the Historic American Buildings Survey in the Michigan District, under the direction of Branson V. Gamber, is being held at the Detroit Institute of Arts. The exhibition will remain for about two weeks.

The exhibition includes some nine buildings on which surveys have been completed. There are others in process of completion which are not included in the exhibition. The survey must be completed by May 1st, after which a national exhibition will be held in Washington.

KELVINATOR

There is a Kelvinator for every size Home and Business. Domestic, Commercial, Beer Cooling, Water Coolers, Ice Cream Cabinets, Air Conditioning Equipment and Oil Burners.

Factory Branch:

GRAND BOULEVARD AT HAMILTON
Phone MADison 9840

COMMISSIONER WOLFF TELLS OF CODE PROGRESS

At their weekly luncheon in the Aztec Tower, last week, Commissioner Joseph P. Wolff told the Architects of the status of the proposed new Building Code for Detroit, prepared by Mr. Frank Burton and reviewed by the Mayor's Code Committee headed by Mr. John M. Donaldson.

The code, he said, was first presented to the Council and then sent to the Building Department for a report. The Building Department called in representatives of the building industry and, in meetings covering a period of more than a year, studied and discussed each paragraph. Some changes were made and referred back to the Code Committee who in turn are considering the proposed changes.

One provision which prohibited the use of wood shingles has been changed to permit the use of edge grain shingles.

Architects Out

The provision requiring that all plans for buildings over a certain cost be prepared by a registered architect or engineer, has also been eliminated except that all structural plans are to be made by a registered engineer.

Just why they recognize the engineer and not the architect is hard to understand, except that Mr. Wolff states that the Department is concerned only with the health, sanitation and safety of structures. However, at present they require that plumbing, even of a minor nature, be done by a licensed master plumber, employing licensed journeymen. Likewise, electric wiring must be done by licensed electricians. This is being extended by the preparation of ordinances to license those who install refrigeration equipment and those who install oil burners.

There are also licensed architects, but the Detroit Code doesn't recognize them.

A General Motors Value DELCO HEAT The Simplified Oil Burner

Conversion Type Oil Burners
and

Boiler Burner Units

BRUCE WIGLE
Plumbing and Heating Co.

9117 Hamilton
at Clairmont

15304 Kercheval
at Beaconsfield

is trying to get members as every association does, but I assure you that in every bulletin that has been sent out by the Builders' and Traders' Exchange of the City of Detroit bearing on the subject, we have stated that the codes do not make it mandatory for anyone to join the Builders' and Traders' Exchange or any other association.

At any point where an association functions as to a code, it should bend over backwards to see that no partiality is shown to its own members and there certainly should be no partiality. If these codes at any point of the United States or in any industry are expected to be the nucleus for monopoly, they will fail unless American human nature changes and American human nature will not change.

The codes are expected to replace rugged individualism by team action and you can't have team action if there is suspicion among members of the team. You can't have good football with a coach who shows more favoritism than common sense. The association is the tool to help intelligent code enforcement and if the associations go at it in the

Architects' Luncheon

32nd Floor, Union Guardian Building
Private Dining Room
Southwest Vista

Tuesday, April 24th, 12:30 p. m.

right way they are bound to benefit by it. If action is wise enough there might possibly come a time when every member of each trade will belong to his trade association. That is all those worthy of the name of their trade; but do not be too quick on the trigger to decide who is worthy and who is unworthy. A little patience and time will bring that out without setting up a finger of suspicion. If we do not want the codes to work under the system as set down, the quickest way to do this will be to formulate little rings here and there and try to browbeat and give preferences. That will cause the codes under the present set-up not to work, and then we shall have either more government dictation in the codes or a break-down of their operation. I believe that in the construction industry we have enough real evils which might be eliminated at least to an appreciable degree by proper code enforcement so we should go at it with the intention of making the codes affecting our industry work permanently.

WOODWARD AVENUE

In the interest of a better city, a number of public-spirited architects have contributed their time and their services to the City Plan Commission and the City of Detroit recently, in preparing sketches for the development of various blocks on Woodward Avenue. We have, on many occasions, stressed the importance of voluntary architectural control in order that buildings on the widened street might be developed in accordance with a well-conceived plan.

An opportunity will now be provided for property owners on the street to see the value of co-ordinated planning of buildings. Even though no new buildings are constructed, if only the fronts are rebuilt they can still be designed in such a way as to provide some unity for the various blocks and for the street. Of course, the cost of obtaining good design is no greater than the cost of poor design or no design at all. The property owners have an opportunity to make something of Woodward Avenue if they so desire.—The Planner, publication of the Detroit City Plan Commission.

CHAPTER SOCIETY MEETING

LA CASA LOMA CLUB
5435 Woodward Avenue

Wednesday Evening, April 25th

Dinner at 6:30 P. M. (75c)

Please make reservations with Arthur K. Hyde,
318 Woodward-Boulevard Building

At this meeting, which will be the regular monthly membership meeting of both the Detroit Chapter, A. I. A. and the M. S. A., will be discussed matters of vital importance on future policies, including subjects to come up before the Sixty-Sixth Annual Convention of The American Institute of Architects, at Washington, on May 16, 17 and 18. Delegates from both the Chapter and Society must be instructed on how to vote on such matters that are most important to every architect.

Those who can act as delegates should make every effort to do so. Four delegates could drive in one car at very little expense. Your Chapter and Society should be properly represented, to show Washington that our spirit is still running high.

CHAPTER BOARD MEETING

The Board of Directors of the Detroit Chapter, A. I. A. will meet at the

Aztec Tower Restaurant

WEDNESDAY, APRIL 25th, 12:15 P. M.

IMPORTANT!!

NOTICE TO CHAPTER MEMBERS

The Board of Directors fully appreciate the splendid cooperation that most of the members have given them by paying their back dues according to the newly revised dues schedule, and it has made possible the payment of some of our old obligations.

The Budget Committee's faithful work in establishing the low rate for back dues was made on a basis that all obligations would be cancelled if all members paid.

We must, therefore, receive full cooperation from all members if the Chapter continues to operate. The Chapter is striving continually to better your standard as a profession and to do so they must have your financial backing as well as your moral support. The Institute's activity in the Code, the Construction League, the Recovery Act, etc., cannot continue unless the Chapter continues, and the Chapter cannot continue without paying its honest debts.

If you have not paid, call our good treasurer Dave Williams and tell him when you will send him a check.

Yours in the interest of the Chapter,
C. Wm. Palmer, President

GOOD
HARDWARE FOR OVER 50 YEARS

RAYL'S

1233 Griswold Street

not so many years ago as historic time is concerned. It was here in the United States that the idea first originated that schooling up to a certain age should be free, universal and compulsory. State education was fought tooth and nail by the private schools, the only ones in existence then, just as low cost public housing is now being attacked from all sides. Is it just that we compel our slum children to go to school, hear about the great American ideals, of equality, justice and so on, and then make them go home to a dirty shack for the other eighteen hours of the day? Is it any wonder that, having been shown what they should have as sons and daughters of American citizens, and finding frustration on every hand, that some should become anti-social or worse? I do not think so.

PENCIL POINTS ARCHITECTURAL COMPETITION

For A Detached Residence

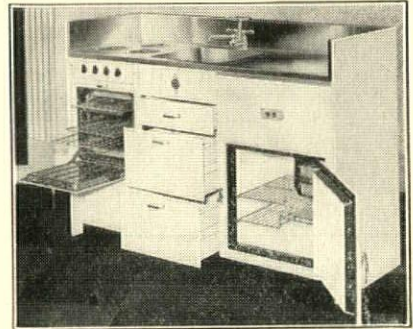
Authorized by Pencil Points Press, sponsored by the three leading glass manufacturers' associations and approved by The American Institute of Architects, is this competition offering five prizes ranging from \$50 to \$500.

The competition, open to architects and draftsmen, will close on June 4th, 1934. Full information and programs can be obtained from Pencil Points Press, Inc., 330 West 42nd St., New York City.

On invitation Frank Eurich, Jr. spoke before his fraternity Phi Kappa Sigma at their annual banquet at Ithaca, N. Y. on Friday evening, April 13th. The occasion was in connection with a movement to build a new chapter house for the fraternity.

THE NEW 60" G-E KITCHENETTE

For Built-in Application
Without Metal Enclosure

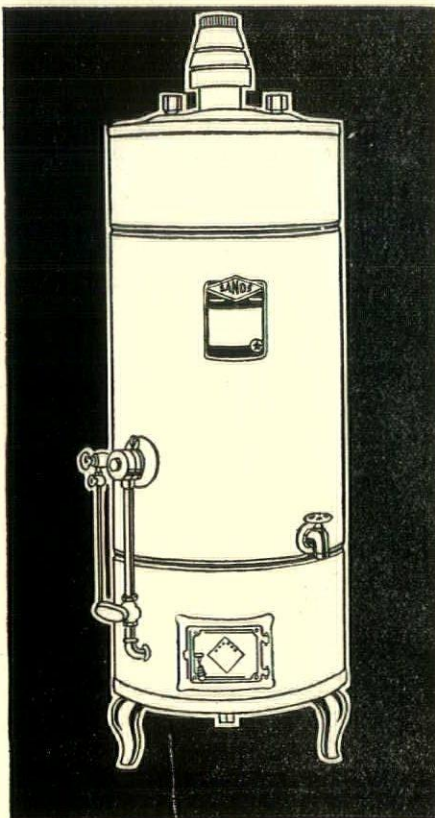


*Compactness — Efficiency — Utility
Beauty*

CASWELL INC.

6030 Cass Ave.

MAdison 3840



Specify a Dependable SELF-ACTION WATER HEATER *of ample capacity*

*"Hot Water
Always"*

Our Merchandise Sales Department carries a wide variety of self-action, storage-type water heaters, all of which bear the approval and endorsement of the American Gas Association's testing laboratories. Detailed information and prices will be supplied promptly upon request.

DETROIT CITY GAS CO.

Bagley at Clifford

CHerry 3500

BRANCHES:

Blvd.—General Motors Bldg.

Hamtramck—11601 Jos. Campau

BRANCHES:

Wyandotte—3013 Biddle Ave.

Dearborn—22113 Michigan Ave.